

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

STREET ADDRESS:  
1300 I Street  
Sacramento, CA 95814  
Telephone: (916) 323-5079

WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

# COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

## ANNUAL FINANCIAL REPORT FOR 2004

(California Government Code Section 12599)

Failure to file annual financial report by January 30<sup>th</sup> annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12598.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:

258

PUBLIC INTEREST COMMUNICATIONS, INC.

Name of commercial fundraiser

7700 LEESBURG PIKE, SUITE 301 NORTH

Address of commercial fundraiser

FALLS CHURCH, VA 22043

City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. 62912 F.E.I.N. No.

Defenders of Wildlife

Name of charity

1130 17<sup>th</sup> Street, NW

Address of charity

Washington, DC 20036

City, State, and ZIP code of charity

Figures from (check one): National Campaign ☒ California Campaign ☐

TELEMARKETING

(Type of activity)

held (on) (from) January 1, 2003 to December 31, 2004

(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation \_\_\_\_\_

### 1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

G. TOTAL REVENUE

606,140.00

A.

B.

C.

D.

E.

Fa.

Fb.

Fc.

Fd.

606,140.00

G.

### 2. EXPENSES

(SEE ATTACHED)

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

Ma.

Mb.

Mc.

Md.

N. TOTAL EXPENSES

482,343.80

N.

RECEIVED  
MAR 14 2005  
Attorney General's  
Registry of Charitable Trusts

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES  
ANNUAL FINANCIAL REPORT FOR 20**

(California Government Code Section 12599)

Page 2

3. Amount to charity (subtract line 2H from line 1G) 123,796.20 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) N/A 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 123,796.20 6.

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

- (b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (commercial fundraiser) JOYCE M BRUNDAGE Printed name VP Title 1/26/05 Date

This report must be signed by two officers or directors of the charitable organization for verification.

Signature of authorized officer/director (charity) Robert Jones Printed name VP of Finance & CFO Title 3-4-05 Date

Signature of authorized officer/director (charity) Charles Orasin Printed name SR VP for Operations Title 3-4-05 Date

**DEFENDERS OF WILDLIFE  
CAMPAIGN EXPENSES**

( Fees & Expenses for this campaign  
are all-inclusive - refer to contract )

Professional Fundraiser's Fee	\$	482,343.80
-------------------------------	----	------------

Campaign Expenses

Total Campaign Expenses	\$	-
-------------------------	----	---

**TOTAL FEES AND EXPENSES..... \$ 482,343.80**